

Announcing the New
Citrix Application
Delivery Infrastructure -
For Access-on-Demand

CITRIX SOLUTIONS CONFERENCE

Middle East Application Delivery Tour

Hear how the **new and expanded** Citrix Application Delivery Infrastructure can help your business save more money, be more productive, more agile, more secure and increase customer and user satisfaction.



Invitation



ON DEMAND

CITRIX[®]

60 million users of Citrix in 180,000 companies can't be wrong!



CITRIX SOLUTIONS CONFERENCE

Middle East Application Delivery Tour



Why should I attend and what makes this different from other conferences?

Citrix products provide solutions to specific business pain points, enabling IT to move more resources to growing the business. We've earned leadership positions in Application and Desktop Virtualization, Web Application Optimization, Web Application Security, SSL VPN gateways, on-demand assistance, online collaboration and IP telephony markets.

With Citrix, organizations are better prepared for change-to seize new business opportunities, to comply with government regulations and even respond to natural disasters more effectively. Citrix enables businesses to exploit the promise of new technologies instead of being overwhelmed by them.

Hear how the new and expanded Citrix Application Delivery Infrastructure can help your business save more money, be more productive, more agile, more secure and increase customer and user satisfaction.

Who should attend?

- IT Director
- IT Manager
- Head of ICT
- Head of IT Strategy & Architecture
- Head of Information Systems & eBusiness
- Data Centre Manager
- Network Manager
- Network Analyst
- Systems Engineer
- Applications Manager
- Infrastructure Manager
- Chief Architecture (IT)
- Head of Enterprise Architecture
- IT Technical Manager a
- IT Strategy & Architectures Manager/Director
- Network/Systems Architect
- Head of IS Operations
- Information Systems Manager/Director/Strategist
- Finance Director/
IT Purchasing Manager

We invite all IT professionals, to come and participate in these seminars.

- For Technologists, come and hear from local and international Citrix Experts, an explanation of the new and enhanced technologies, tech tips, ...
- For Business and managers; Give your business what it needs to grow. Citrix offers solutions to keep your company nimble and competitive, no matter your size or your industry. Explore your options here.

Keynote address - Morning session

The Citrix Application Delivery Infrastructure - Addressing the application needs of businesses worldwide

- *Nabeel Youakim - Vice President & PLE, Citrix Presentation Server*

Product Keynote - Introducing how Citrix's newest products and enhancements can help your organisation (Including live demonstrations).

Alliance Keynote - Underpinning the Application Delivery Infrastructure

Local Market Keynote - How Citrix is meeting the needs of middle east customers, with customer testimonials

Agenda themes for afternoon technical tracks

Web Application Optimization & Security (40 min-mid morning track)

- Citrix Netscaler

The best way to deliver web-based applications

- Citrix Web Application Firewall

Protect web apps from application-layer attacks

Application Delivery (50min-afternoon track)

- Citrix Presentation Server 4.5

The best way to deliver client-server apps

- Desktop Streaming

The best way to deliver desktop apps

Branch Office Optimization (40min-afternoon track)

- Citrix WANScaler

Improve branch office application performance

Application Security (40 min-afternoon track)

- Citrix Access Gateway

Access any corporate resource securely over the internet

- Citrix Password Manager

Centralise control of passwords while increasing user productivity

Monitor User Experience (30 min-afternoon track)

- Citrix Edgesight

Tools and information for application visibility

Agenda themes for afternoon Business Tracks

- Measuring the ROI/TCO benefits resulting from a Citrix Application Delivery Strategy

- Customer Testimonial - why customers around the globe invest in Citrix

- Highlighting the business benefits of the unique elements of the Citrix Application Delivery Infrastructure

Note: Track timings are subject to change as per local requirements. For specific information, please log on to www.citrixvalues.com/meseminars

Come and hear why our new and enhanced products have received accolades from leading industry analysts and IT publications: (*Forrester, Gartner, Frost & Sullivan, American Business Awards, SC magazine, eWEEK, Infonetics, Networkworld, CODIE Awards*) **CIO insight survey ranks Citrix in top 10 for "Vendor Value"**

Citrix Access Gateway

- Forrester Research placed Citrix Access Gateway solidly in the leader category.

- Positioned in SSL VPN Leader Quadrant by Gartner

- Frost & Sullivan has chosen Citrix as the winner of the 2006 Frost & Sullivan Best Practices Award for Product Line Strategy.

Infonetics

- Citrix Captures No. 1 position in SSL VPN Unit Market Share in 4Q05 just one year after entering market.

Citrix Password Manager

- Citrix Password Manager™ has received a "Strong Positive" rating - the highest possible - in Gartner's June 19, 2006 "MarketScope."

- Citrix Password Manager honoured as winner in the SC Magazine Awards 2006 Europe.

- Citrix Secure Remote Access and Enterprise Single Sign-On Solutions named 2006 CODIE awards finalists.

- Gartner: Positioned in Visionaries Quadrant for WAN Optimization Controllers.

Citrix NetScaler

- Gartner: Citrix NetScaler gains share in Web Application Delivery market with fastest revenue growth rate among market share leaders

- Named by *eWEEK* as a finalist in the sixth Annual Excellence Awards Program

- Citrix NetScaler shines in Network World test of Web Application Delivery Systems

- Citrix Systems named as finalist in 2006 American Business AwardsSM *NetScaler, Password Manager and Application Gateway Product Lines in the run for 4th Annual Stevie® awards*

Register at www.citrixvalues.com/meseminars

